



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

**UNIVERSITY EXAMINATION FOR THE DIPLOMA IN BUSINESS
ADMINISTRATION**

Y2S1 2024/25 ACADEMIC YEAR

MAIN CAMPUS

COURSE CODE: BBM 2212

COURSE TITLE: RESEARCH METHODS

EXAM VENUE:

DATE :

EXAM SESSION:

DURATION : 2 HRS

INSTRUCTIONS

- 1) Answer Questions ONE and any other TWO
- 2) Candidates are advised not to write on the question paper
- 3) Candidates must hand in the answer booklets to the invigilator while in the exam room.

QUESTION ONE

- (a) Briefly describe the different steps involved in a research process (10marks).
- (b) The task of defining the research problem after follows a sequential pattern. Explain.
(10 marks).
- (c) Discuss the four types of measurement scales (10 marks)

QUESTION TWO

- (a) Explain the meaning and significance of a Research design (10 marks)
- (b) Research design in an exploratory study must be flexible but in descriptive studies, it must minimize bias and maximize reliability. Discuss (10 marks)

QUESTION THREE

- (a) Under what circumstances stratified random sampling design is considered appropriate? How would you select such a sample? Explain by means of an example. (10 marks)
- (b) Distinguish between:
- (i) Restricted and unrestricted sampling (2 marks)
 - (ii) Convenience and purposive sampling (2 marks)
 - (iii) Systematic and stratified sampling (2 marks)
 - (iv) Cluster and Area Sampling (2 marks)
 - (v) Probability and non-probability samples (2 marks)

QUESTION FOUR

- (a) Why is tabulation considered essential in a research study? Narrate the characteristics of a good table (10 marks)
- (b) Processing of data implies editing, coding classification and tabulation: Describe in brief these four operations pointing out the significance of each in context of research study. (10marks)

QUESTION FIVE

- (a) Which is the most preferred measure of dispersion and why? (5 marks)
- (b) Why is correlation coefficient a better measure of relationships between the variables as compared to covariance? (5 marks)
- (c) Distinguish between the following
- (i) Statistics and parameter
 - (ii) Confidence level and significance level
 - (iii) Random sample & non- random sample
 - (iv) Sampling of attributes and sampling of variables
 - (v) Point estimate and interval estimation